



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: I'ANSON et al.

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For:

SHOPPING ASSISTANCE SERVICE

AMENDMENT UNDER 37 C.F.R. §1.111

Commissioner for Patents P. O. Box 1450 Alexandria, VA 22313-1450 October 4, 2004

Sir:

In response to the Office Action mailed July 2, 2004, the following amendments and remarks are respectfully submitted in connection with the above-identified application: